

Summary

- Assessing reduced risk cigarette products requires hierarchical, comparative approach.
- A weight-of-evidence approach makes sense.
- Scientifically rigorous techniques can be employed to document comparative risk reduction.
- Smokers unwilling to accept large trade-offs in product performance.
 - Taste, ritual, performance important
 - Must give compelling reasons to change behavior
- Progress will involve incremental improvements.
 - Standards can evolve
- Real world data required to assess public health implications of reduced risk cigarettes.